

Of total assistance expenditures, \$10.73 million was invested in the international market development activities of Canadian companies and industry associations. Of this amount, \$9.42 million was in the form of conditionally repayable contributions to companies. The contributions are repayable based on any incremental sales or contracts a company has in the target market over a four year reporting period. Additionally, there was \$1.65 million in the form of non-repayable discretionary grants, principally to Canadian universities under the Centres for International Business Studies (CIBS) Program. Repayments from participating companies totaled \$3.62 million leaving a net government investment of \$5.8 million. When compared to assistance expenditures in 1996-97, this represents a repayment of 38.4% of the investment as compared to the 1970's when repayments averaged under 10% of the annual program expenditures.

Since the inception of the program in 1971 export sales or contracts reported by companies as a result of PEMD assisted initiatives, total \$13.918 billion. Sales reported in 1996-97 were \$373.6 million. The \$9.42 million invested in industry initiated activities resulted in a sales-to-investment ratio of 40 to 1 (when compared to the 1996-97 repayable contribution total).

"The PEMD program in essence is an excellent one and in many instances, our own included, we would not have made the visits and followed up on projects, a most important component of 'showing the flag' without PEMD assistance.

"The PEMD program is very fast in responding to requests for assistance and all personnel spoken with are helpful and effective." - *E. Ross Amerie, President, Canedcom International Ltd., Toronto, Ontario*

"To begin with, let me say how pleased we are with the Program, which has assisted us since 1991. In our opinion, it is a tremendous asset to us as exporters, as attested by the 22% increase in our sales to South America over the past two years." - *Pierre Turbis, Communications, Le Groupe Multimédia du Canada, Montreal, Quebec*

"...the PEMD assistance we have received in the past has been very beneficial and has contributed substantially to our success. As a direct result of the program, Daxxes GSC has been able to secure a number of contracts in our target export market.

"We believe the program is satisfactory on all levels and would strongly recommend Canadian exporters take advantage of this highly effective and accessible program."
- *Gary Zhang, President, Daxxes Geospatial Systems Corporation, Calgary, Alberta*